

National Preparedness Month Press Release Template

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September is National Preparedness Month and [City/County] Launches Community Readiness Campaign

[TOWN, STATE, DATE] – [City/County] announces a broad community readiness campaign in recognition of National Preparedness Month, highlighting key resources, partner organizations, and simple steps residents can take to stay informed and prepared. The initiative centers on accessible alerts, emergency planning, and community partnerships to strengthen public safety.

[City/County] officials today proclaimed National Preparedness Month and unveiled the Community Readiness Campaign, a coordinated effort to boost awareness, resilience, and communication before, during, and after emergencies. The campaign emphasizes practical preparedness actions, such as creating family emergency plans, assembling emergency supply kits, reviewing insurance and home safety measures, and leveraging trusted notification tools to receive timely alerts.

As part of the campaign, the [City/County] wants to underscore the value of [insert alert name], a free notification service that delivers real-time alerts from local authorities. [insert alert name] helps residents and visitors stay informed about potentially hazardous weather, traffic disruptions, and other critical emergencies.

“[insert alert name] enables authorities to notify the community in real time,” said [NAME], [TITLE]. “This service provides essential information to help residents stay safe and take appropriate precautions during emergencies.”

Residents and travelers in [City/County] can sign up for free at [insert custom URL] to receive timely and actionable emergency alerts via email, text, or voice message. They can also tailor when and how they are alerted to fit their needs. In addition, residents can download the [insert alert name] app to receive targeted alerts and important safety information based on their location. The app enhances communication by delivering high-priority alerts when they are most needed.

[Name, title] adds, “We encourage all community members and their families to sign up for [insert alert name] so you’re prepared if an emergency occurs.”

[insert alert name] is trusted by thousands of institutions, including state and local authorities, businesses, and educational institutions. It sends millions of messages daily and performs reliably in critical situations such as severe weather events.

Community members are encouraged to sign up for [insert alert name] and set their notification preferences today at [insert custom URL], or by downloading the [insert alert name] app from the Apple App Store or Google Play. You can also learn more by texting “[insert keyword]” to [shortcode], if available.

Learn more about Smart911 at Smart911.com

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Call to Action:

- Sign up for [insert alert name] today at [insert custom URL].
- Download the [insert alert name] app (Apple App Store / Google Play) to receive location-based and urgent emergency notifications.
- Share this information with family, neighbors, and coworkers to help everyone stay prepared during National Preparedness Month and beyond.

Note to editor: National Preparedness Month is a nationwide effort to encourage individuals, families, and communities to take concrete steps to prepare for emergencies. For more information about this campaign, resources, and how to participate, contact [Public Information Officer/Media Relations] at [phone] or [email], or visit [agency website].

Learn more about Smart911 at Smart911.com